

## ***Agenda***

*Tobacco and Health Trust Fund Board*

*Friday, October 17, 2008*

*10:00 a.m. to 12:00 noon*

*Room 410*

*State Capitol*

*Hartford, Connecticut*

- I. Welcome and Introductions
- II. Approval of September Minutes
- III. Review Draft FY 09 Report
  - a. Recommended Modifications
  - b. Approval
- IV. Next Steps and Timeline to Submit Report
- V. Adjourn (Next Meeting November 21)

## DRAFT Meeting Summary

### Tobacco and Health Trust Fund Board Meeting

Friday, September 12, 2008

10:00 a.m. – 12:00 noon

Room 410

State Capitol

Hartford, Connecticut

Members Present: Anne Foley (Chair), Diane Becker, Pat Checko, Ellen Dornelas, Ken Ferrucci, Norma Gyle, Cheryl Resha, and Andy Salner.

Members Absent: Nancy Bafundo, Richard Barlow, Barbara Carpenter, Larry Deutsch, Douglas Fishman, Nikki Palmieri, Peter Rockholz, Jane Tedder, and Robert Zavoski.

Others present: Barbara Walsh (DPH), Marlene McCann (RACs), Michelle Devine (RACs), Ingrid Gillespie (SCSI), Joan Soulsby (OFA), Bryte Johnson (American Cancer Society), Jerold Mande (Yale Cancer Center), and Janine Sullivan-Wiley.

Item	Discussion/Action
Welcome and Introductions	The meeting was convened at 10:10 a.m. The Chair asked members and other participants to introduce themselves to the group.
Approval of Minutes	The revised meeting minutes of the July 22 board meeting and the draft meeting minutes of the August 13 board meeting were approved with one change: Ken Ferrucci's name was added to those absent from the August 13 meeting. The motion, approved on a voice vote, was made by Andy Salner and seconded by Norma Gyle

<p>Develop Parameters for Disbursement Recommendations</p>	<p>Board members discussed the six recommendations for disbursement and identified the following parameters:</p> <ul style="list-style-type: none"> <li>QuitLine. \$2 million funding will provide for a multiple call program for all interested callers with a two-week starter kit, including NRT, for insured callers. (The state will not be charged for callers that sign up for multiple calls, but do not follow through.) In addition, callers who are uninsured or Medicaid recipients will be able to receive an eight week starter kit, delivered in two 4-week shipments. It is estimated that this funding will last between eight months and one year. Board members recommended that any public announcement of these expanded Connecticut QuitLine services be targeted to low-income individuals and Medicaid recipients who have fewer options to receive this type of counseling and pharmacotherapy. No funding should be used for marketing expanded QuitLine services. The Board was informed that DPH intends to competitively bid their QuitLine contract in the Spring of 2009, so the board recommended that funding be used to enhance the contract, on a month-by-month basis, of the existing vendor and then be used to fund the new vendor selected by competitive bid.</li> <li>Countermarketing. \$2 million, distributed through DPH in a competitive bid process, for a two-pronged counter marketing campaign including: (1) A statewide media</li> </ul>
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	<p>campaign delivering high-impact messages designed to prevent smoking initiation, facilitate cessation, and shape social norms related to tobacco use. A variety of media can be used including television, radio, billboard, print, and web-based advertising. And (2) Local community efforts targeting specific populations designed to prevent smoking initiation, facilitate cessation, and shape social norms related to tobacco use. A variety of media can be used including public relations efforts, such as local events and health promotion activities. Board members will be asked to serve on the DPH RFP committee.</p> <ul style="list-style-type: none"> <li>• Community-Based Cessation. \$412,456 distributed through DPH in a competitive bid process similar to past years. Board members will be asked to serve on the DPH RFP committee.</li> <li>• Cessation Programs for Individuals with Serious Mental Illness. No changes were made to the parameters discussed at the last Board meeting.</li> <li>• School Based Tobacco Use Prevention. No changes were made to the parameters discussed at the last Board meeting.</li> <li>• Lung Cancer Research Tissue Repository Database. \$250,000 distributed through DPH in a competitive bid process for: (1) a detailed investigation and implementation plan; and (2) a lung tissue demonstration project. Board members will be asked to serve on the DPH RFP committee.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Evaluation. \$500,000 through DPH in a competitive bid process. Board members will be asked to serve on the RFP committee.</li> <li>•</li> </ul> <p>On a motion made by Andy Salner and seconded by Ellen Dornelas, parameters for FY09 disbursement were approved on a voice vote.</p>
Next Steps and Timeline to Submit Disbursement Recommendations	<p>The Chair will prepare a draft annual report, with FY09 disbursement recommendations, for Board review by October 2.</p> <p>Board members discussed holding a public hearing to receive input on potential disbursements for FY10 in April, 2009.</p>
Adjourn	<p>On a motion by Andy Salner, seconded by Cheryl Resha, the board voted to adjourn at noon. The next meeting of the board will be on Friday, October 17 at 10:00 a.m. in Room 410 at the State Capitol.</p>